Statewide Local Contractors Reach of Channel Utilization for Federal Fiscal Year 05

Channels utilized for services provided

Reporting Period	October March 3	1, 2004 - 31, 2005	_	April 1, 2005 - September 30, 2005		Totals
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies	Average Utilized Channel	Average Percent of Agencies
LOCAL CONTRACTS	4	100%	5	100%	5	100%
CHANNELS						
Colleges and Universities Community Based	2	50%	2	40%	2	45%
Organizations	2	50%	4	80%	3	65%
Community Clinic Community Youth	2	50%	2	40%	2	45%
Organizations	2	50%	1	20%	2	35%
Faith/Church Sites	2	50%	4	80%	3	65%
Farmers' Markets	2	50%	2	40%	2	45%
Food Closets	2	50%	2	40%	2	45%
Grocery Stores	1	25%	2	40%	2	33%
Healthcare Facilities	2	50%	2	40%	2	45%
Healthy/Head Start	1	25%	1	20%	1	23%
Internet	1	25%	2	40%	2	33%
Parks, Recreation Centers	2	50%	3	60%	3	55%
Preschools	1	25%	1	20%	1	23%
Print Media	3	75%	1	20%	2	48%
Public Health Department	1	25%	4	80%	3	53%
Radio	1	25%	2	40%	2	33%
Restaurants	0	0%	1	20%	1	10%
Schools	2	50%	3	60%	3	55%
Senior Centers	2	50%	1	20%	2	35%
Soup Kitchens	2	50%	2	40%	2	45%
Television	1	25%	1	20%	1	23%
Tribal Organizations	2	50%	2	40%	2	45%
WIC Sites	1	25%	0	0%	1	13%
Worksites	1	25%	1	20%	1	23%
Other	3	75%	3	60%	3	68%

LOCAL TOTALS

Statewide Local Contractors Reach of Media Advertising Efforts for Federal Fiscal Year 05

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period	October March 3	•	April 1, 2005 - September 30, 2005		Year Totals	
The second description of	Townste	Consumer	Immento	Consumer	Tatal Immuta	Total Consumer
Type of Advertising LOCAL CONTRACTS	Inputs 4	Impressions	Inputs 5	Impressions	Total Inputs	Impressions
TV			3			
paid TV ads	0	0	0	0	0	0
free TV ads	0	0	0	0	0	0
Radio						
paid radio ads	1	347,312	2	6,646,200	3	6,993,512
free radio ads	0	0	0	0	0	0
Print						
paid ads placed	16	1,572,500	1	7,900	17	1,580,400
Outdoor						
paid ads placed on billboards, bus stops, or other outdoor advertising	0	0	0	0	0	0
free print ads on kiosks or posters	0	0	1	4,255	1	4,255
LOCAL TOTALS	17	1,919,812	4	6,658,355	21	8,578,167
Consumer Impressions may be dupl	icated counts					

Statewide Local Contractors Reach of Public Relation Efforts for Federal Fiscal Year 05

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

	October	1, 2004 -	April 1	1, 2005 -	VT-4-1-		
Reporting Period	March	31, 2005	Septembe	September 30, 2005		Year Totals	
Type of Advertising LOCAL CONTRACTS	Inputs 4	Consumer Impressions	Inputs 5	Consumer Impressions	Total Inputs	Total Consumer Impressions	
TV							
# Agencies that submitted media alerts or							
tip sheets to TV	1	n/c	1	n/c	2	n/c	
# Media alerts or tip sheets submitted	1	n/c	4	n/c	5	n/c	
# Agencies that submitted press releases	1	n/c	1	n/c	2	n/c	
# press releases submitted	1	n/c	1	n/c	2	n/c	
TV stories aired from releases	1	n/c	0	n/c	1	n/c	
Total TV interviews conducted	1	n/c	0	n/c	1	n/c	
TV stories from interviews	1	n/c	0	n/c	1	n/c	
Total number of TV inputs	7	n/c	7	n/c	14	n/c	
				•			
Radio							
# Agencies that submitted media alerts or							
tip sheets to radio	0	n/c	1	n/c	1	n/c	
# Media alerts or tip sheets submitted	1	n/c	1	n/c	2	n/c	
# Agencies that submitted press releases	0	n/c	1	n/c	1	n/c	
# Press releases submitted to radio	1	n/c	1	n/c	2	n/c	
Radio Stories from releases	2	n/c	0	n/c	2	n/c	
Total # radio interviews conducted	11	n/c	1	n/c	12	n/c	
Total # radio interviews aired	7	n/c	0	n/c	7	n/c	
Total number of radio inputs	22	n/c	5	n/c	27	n/c	
Print							
# Agencies that submitted media alerts or							
tip sheets to newspaper	2	n/c	2	n/c	4	n/c	
# Media alerts or tip sheets submitted	7,203	n/c	5	n/c	7,208	n/c	
# Agencies that submitted press releases	1	n/c	1	n/c	2	n/c	
# Press releases submitted to print	60	n/c	1	n/c	61	n/c	
Total print stories printed	6	n/c	4	n/c	10	n/c	
Interviews with print outlets	3	n/c	2	n/c	5	n/c	
Print Stories from interviews	5	n/c	2	n/c	7	n/c	
Total number of print inputs	7,280	n/c	17	n/c	7,297	n/c	
LOCAL TOTALS	7,309	n/c	29	n/c	7,338	n/c	
n/c = not collected							
Consumer Impressions may be duplicated of	rounts						

Statewide Local Contractors Reach of Media Advocacy Efforts for Federal Fiscal Year 05

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	4		5			
# Feature Articles Submitted	5	n/c	13	n/c	18	n/c
Total Feature Stories Run	8	n/c	11	n/c	19	n/c
# Letters to Editor Submitted	0	n/c	0	n/c	0	n/c
Total Letters to the Editor Run	0	n/c	0	n/c	0	n/c
Total Editorial Board Meetings				,	·	
Attended	0	n/c	0	n/c	0	n/c
LOCAL TOTALS	13	n/c	24	n/c	37	n/c

n/c = not collected

Statewide Local Contractors Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

D	October	October 1, 2004 -		, 2005 -	Year Totals		
Reporting Period	March 3	31, 2005	Septembe	September 30, 2005		i ear rotais	
Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions	
LOCAL CONTRACTS	4	-	5	-		-	
Grocery Stores							
# taste tests at grocery stores	0	0	10	1,110	10	1,110	
# grocery store tours	0	0	0	0	0	0	
# other grocery promotions	2	26	11	1,310	13	1,336	
Total Grocery Store Events	2	26	21	2,420	23	2,446	
Farmer's Markets							
# farmer's market taste tests	1	6	0	0	1	6	
# farmer's market tours	0	0	16	80	16	80	
# other farmers market events	4	420	18	2,030	22	2,450	
Total Farmers Market							
Events	5	426	34	2,110	39	2,536	

Reach of Sales Promotions Activities continued on the next page

Statewide Local Contractors Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

Reporting Period		1, 2004 - 31, 2005	April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions
LOCAL CONTRACTS	4		5			
Other Special Events						
# organized sports events	1	75	0	0	1	75
# health fairs/festivals	110	46,713	166	45,358	276	92,071
# community forums	0	0	1	55	1	55
# federal food assistance	4	9,006	132	915	136	9,921
# swap meets	0	0	0	0	0	0
# open houses/back to school	0	0	0	0	0	0
# speeches, conferences	1	2,000	5	245	6	2,245
# of other events	34	2,514	24	9,866	58	12,380
# radio remotes	2	7,875	3	995	5	8,870
Total Special Events	152	68,183	331	57,434	483	125,617
LOCAL TOTALS	159	68,635	386	61,964	545	130,599

Statewide Local Contractors Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 3)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be included in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

D	October	October 1, 2004 -		April 1, 2005 -		Year Totals	
Reporting Period	March 3	31, 2005	Septembe	r 30, 2005	rear	1 otais	
		Number of	-	Number of		m . 1	
	Number of	Participants	Number of	Participants	Total Number	Total	
	Classes /	(Consumer	Classes /	(Consumer	of Classes /	Consumer	
Activity	Activities	Impressions)	Activities	Impressions)	Activities	Impressions	
LOCAL CONTRACTS	4		5				
Classes and Trainings							
	171	4.564	F10	6.070	600	11 440	
# nut ed classes conducted	171	4,564	512	6,879	683	11,443	
# provider training classes	10	1,376	23	243	33	1,619	
# pa-nut class	77	517	28	784	105	1,301	
# "other" classes	0	0	59	1,434	59	1,434	
Total Classes and Trainings	258	6,457	622	9,340	880	15,797	
D 1 CM . 1D 1C1	A C T	1 .1 6.11					

Reach of Network Personal Sales Activities for Locals on the following page

Reach of Perso		vide Local ctivities Fed		_	e 2 of 3)		
Reporting Period	October March 3	•	April 1 Septembe		Year Totals		
Activity	Quantity Consumer Quantity Consumer Distributed Impressions Distributed Impressions					Total Quantity Distributed	Total Consumer Impressions
LOCAL CONTRACTS Materials Distributed	4		5				
Other Nutrition Materials, Non- Network Produced							
# Other Program curriculum previously developed	56	n/c	1,154	n/c	1,210	n/c	
# Other Program promotional item previously developed	3,137	n/c	40,318	n/c	43,455	n/c	
# Other Program flyers, newsletters previously developed	26,889	n/c	9,220	n/c	36,109	n/c	
# Other Program other types of materials previously developed	1,057	n/c	533,443	n/c	534,500	n/c	
Total Other Nutrition Materials, Non-Network Produced	31,139	n/c	584,135	n/c	615,274	n/c	
n/c = not collected Reach of Network Personal Sales Ac	tivities for Loc	als on the follo	wing page				

Statewide Local Contractors Reach of Network Personal Sales Activities Federal Fiscal Year 05 (Page 3 of 3)

Reporting Period Activity	October March 3	•	April 1, 2005 - September 30, 2005		Year Totals	
	Quantity Distributed	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
LOCAL CONTRACTS	4		5			
Food Stamp Materials						
Food Stamp Brochures	2,854	n/c	3,713	n/c	6,567	n/c
Food stamp awareness flyer	554	n/c	210	n/c	764	n/c
Food stamp recipes and tip sheets	300	n/c	385	n/c	685	n/c
CFPA food stamps work	0	n/c	0	n/c	0	n/c
To your health! food safety brochure	36	n/c	0	n/c	36	n/c
WIC materials	0	n/c	0	n/c	0	n/c
FSNEP, EFNEP materials	0	n/c	682	n/c	682	n/c
Summer Food Program information	19,000	n/c	0	n/c	19,000	n/c
USDA Eat Smart Play Hard	3,350	n/c	39	n/c	3,389	n/c
LIA FS or meal promotion flyer, fact sheet	0	n/c	0	n/c	0	n/c
Other info-educational materials	1,552	n/c	669	n/c	2,221	n/c
Total Food Stamp Materials	27,646	n/c	5,698	n/c	33,344	n/c
LOCAL TOTALS	59,043	6,457	590,455	9,340	649,498	15,797

n/c = not collected

Statewide Local Contractors Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)

Environmental change includes changes to the economic, social or physical environments.

Reporting Period		1, 2004 -	_	., 2005 -	Year Totals	
rioporumg r errou		31, 2005		er 30, 2005		
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	4	100%	5	100%	5	100%
ENVIRONMENT						
Advocated for increased fruits						
and vegetables at local stores	1	25%	1	20%	1	23%
Developed partnerships to work						
towards environmental change	1	25%	3	60%	2	43%
Developed, maintained school or						
community garden	1	25%	1	20%	1	23%
Encouraged restaurants and						
grocery stores to carry culturally						
appropriate foods	0	0%	0	0%	0	0%
Improved food choices at						
functions	3	75%	4	80%	4	78%
Improved food choices in						
cafeteria	1	25%	3	60%	2	43%
Increased access to information,						
applications for Food Stamp,	0	F00/		000/	0	(50)
Free and Reduced priced meals	2	50%	4	80%	3	65%
Increased daily nutrition	0	F00/	0	400/	0	450/
announcements	2	50%	2	40%	2	45%
Increased lighting, paths, times	0	201	_	200/	_	100/
to promote biking and walking	0	0%	1	20%	1	10%
Initiated/Implemented salad bar		250/		201	_	100/
program	1	25%	0	0%	1	13%
Limited access to high fat milk	1	250/	,	200/	,	000/
products	1	25%	1	20%	1	23%
Limited access to junk food	2	50%	3	60%	3	55%
Limited access to soda	2	50%	3	60%	3	55%
Made healthy snack carts						
available	1	25%	2	40%	2	33%
Replaced vending machine						
choices with healthier foods	3	75%	1	20%	2	48%
Worked to improve						
transportation from markets	1	25%	0	0%	1	13%

Policy, Systems & Environment changes continue on the next page.

Statewide Local Contractors Reach of Policy Change Efforts for Federal Fiscal Year 05 (page 2 of 2)

Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.

Reporting Period	October March 3	1, 2004 - 31, 2005	-	, 2005 - r 30, 2005	Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	4	100%	5	100%	5	100%
POLICY						
Passed city ordinances that related to physical activity or nutrition	1	25%	2	40%	2	33%
Passed regulations that decreased or eliminated soda	3	75%	0	0%	2	38%
Policy changes related to Food Security	1	25%	1	20%	1	23%
Ratified rules about serving healthier foods at events	3	75%	2	40%	3	58%
Ratified rules to promote physical activity	2	50%	0	0%	1	25%
Worked towards creating laws that banned sponsorship from competitive foods	0	0%	2	40%	1	20%
Worked towards or responded to policies about food stamps, food security to food banks	3	75%	2	40%	3	58%
Worked with groups for policy agenda	3	75%	4	80%	4	78%
Wrote or responded to legislative bills pertaining to healthy eating or physical activity	2	50%	2	40%	2	45%
Other environmental changes	1	25%	2	40%	2	33%